



## **LiLI eAudioBooks Collection: 1<sup>st</sup> Year Summary October 1, 2007 – September 30, 2008**

**Purpose:** A demonstration project to help determine the potential for ongoing digital audiobook service, the technological skills and resources needed for sustainability of such a program, and the ability of Idaho libraries to provide the service on an ongoing basis.

### **Quick Summary:**

Collection Size:	2,607 titles
1 <sup>st</sup> year downloads:	49,935
1 <sup>st</sup> year value:	\$214,792
Cost per usage:	\$4.30

### **Training:**

146 participants took advantage of training opportunities. Upon implementation of the program, ICFL hosted 10 introductory webinars and 7 face-to-face full day training sessions. Three half-day refresher sessions were hosted in August 2008. Additionally, periodic reminders during consulting visits, the ICFL blog, and LibIdaho alerted users to the available monthly free webinars hosted by NetLibrary staff.

### **Usage:**

Quarterly reports on usage were created by OCLC/NetLibrary staff and showed the following:

	<b>Downloads</b>
1 <sup>st</sup> quarter	10,893
2 <sup>nd</sup> quarter	13,344
3 <sup>rd</sup> quarter	13,141
4 <sup>th</sup> quarter	12,557
Total annual usage:	49,935

### **Success Factors:**

Project implementation team members from OCLC/NetLibrary identified 4 factors for success with eaudiobooks based upon their experience with other organizations.

1. MARC records discoverable in local catalogs – Monthly updates of records for titles added to the collection, along with the initial batch, are available through the ICFL website. ICFL staff have been in communication with consortia with shared catalogs to arrange for central downloading of the MARC records on behalf of all consortium members.

2. Access to the service is available from outside the library 24/7 – ICFL arranged through the LiLI Portal to create a referring unique URL to each Idaho library allowing remote patron authentication for those libraries that do not have other means of remote authentication. Libraries are also encouraged to include links on their websites and use their own authentication protocols if they have them.

3. Promotion Activities – Upon project implementation, each Idaho library was sent marketing kit with supplies for promoting the service in their library and in community locations. Replacement

supplies are available at no charge direct from NetLibrary. Promotion activities and ideas were included in initial training. ICFL staff also created a bookmark with instructions for getting started with the service and made it available at conferences, regional meetings, and through the online marketing materials request form. The bookmark, along with a business-card sized item with similar instructions, is available for download through the ICFL website.

A November 2008 survey of library staff indicated that the most common promotional methods used were distribution of information materials, staff word of mouth, and website links—about  $\frac{3}{4}$  or more of the respondents used those methods. Least common was use of promotional materials in community locations. Six respondents, or 5%, noted that their library did not promote the service at all. Other promotional methods included:

- Mass emails, bulletins, and postings.
- Inclusion of services in grant project.
- We are a school library and trained our teachers
- Students are not allowed to download from our computers so we did some advertising but not a significant amount.
- Sample eAudiobook being played on in-house computer
- It is really hard to promote something that we are having problems with too. Each time we try to attempt to download an item we run into a problem. We even attended a training workshop and when we came back to the library to try and do what we were taught we still had problems. This has taken the wind out of our sails!
- Use an MP3 player loaded with books when doing laps at local athletic club. Lots of questions and, so far, three new participants.
- Orientations for high school students include how to use NetLibrary
- Give away MP3's at start of e-Audio project & at last year's Big Read to reinforce availability of service. Also gave away one MP3 in a Teen promo hoping they would use the service.
- Word of mouth
- We've created a specialized reading list for the ladies in the Rexburg Civic Club and have indicated on that list when the book is available as an eAudiobook.
- Window stickers

4. Listen to a book – Libraries with staff who have successfully downloaded and listened to a book have more success with customers using the service. The word-of-mouth promotion is the most successful means of introducing it to users. ICFL has regularly promoted training efforts to assist library staff with using the service themselves to support this success factor. In a November 2008 survey of library staff, 115 of 121 respondents (or 95%) indicated that they had successfully downloaded an eaudiobook. Five percent, or 6 respondents, were not successful in doing so.

## User Satisfaction

In the November 2008 survey was conducted to determine the level of satisfaction and invite feedback for improvements to a digital audiobook service, 132 individuals contributed feedback.

Of the respondents, 84% indicated they were either Satisfied or Very Satisfied with the service, while those same respondents indicated about 78% of their customers were either Satisfied or Very Satisfied. Only 11% of the librarians indicated a level of dissatisfaction, and they rated just 7% of their patrons as dissatisfied.

<b>Overall, how satisfied are you with the LiLI eAudioBooks Collection service?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Very Satisfied	32.6%	43
Satisfied	51.5%	68
Dissatisfied	7.6%	10
Very Dissatisfied	3.8%	5
No Opinion	4.5%	6
<i>answered question</i>		<b>132</b>

<b>Overall, how would you rate your patrons' satisfaction with the LiLI eAudioBooks Collection service?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Very Satisfied	11.4%	15
Satisfied	66.7%	88
Dissatisfied	6.8%	9
Very Dissatisfied	0.0%	0
No Opinion	15.2%	20
<i>answered question</i>		<b>132</b>

## Evaluation of Service Features

Respondents were asked to rate 4 different aspects of the service as either Very Good, Good, Somewhat Good, Poor, or Very Poor. This series of questions received 120 responses.

“Good” or “Very Good” responses:

- Selection of Titles: 86 (72%)
- Ease of searching: 94 (78%)
- Ease of browsing: 93 (78%)
- Ease of downloading: 59 (49%)

“Poor” or “Very Poor” responses:

- Selection of Titles: 7 (6%)
- Ease of searching: 4 (3%)
- Ease of browsing: 6 (5%)
- Ease of downloading: 20 (17%)

Please rate the following characteristics of the LiLI eAudioBooks Collection service:								
Answer Options	Very Poor	Poor	Somewhat Good	Good	Very Good	No Opinion / Did Not Use	Rating Average	Response Count
Selection of titles available in the collection.	1	6	20	63	23	7	3.666667	120
Ease of searching for a known title	0	4	12	48	46	10	3.883333	120
Ease of browsing for an item	1	5	12	52	41	9	3.833333	120
Ease of downloading an item	11	9	35	36	23	6	3.275	120

### Recommendations for Improvements

When asked to indicate which potential improvements would be helpful to users, overwhelmingly respondents indicated that a simplified download process (70%) and compatibility with iPods (88%) would be welcome changes. 36% indicated Idaho-specific promotional items would be helpful. Additional training was also noted as being a helpful activity. Additional comments included:

- I would have more users if they could use iPods.
- The first four categories listed above have all been helpful in the past and will continue to be so at trainings-to-come. The addition of compatibility with more players would be great, too.
- Training on syncing to device and reminder to tell patrons to be sure their portable device is fully charged before starting the syncing process; training on how to gather statistics on use
- Usage would increase with iPod compatibility because that is what most of our students own.
- compatible with Zune
- Besides compatibility with iPods, compatibility with a wider range of cheaper mp3 players.
- I love it myself, but most of our patrons have iPods. I think making it available for both MP3 and iPods would be great!
- Definitely the iPod problem is holding us back, and also the tricky download-and-transfer-to-device has discouraged many patrons
- Promotional bookmarks specifically for kids and teens, for school libraries and reading classes
- So many people have already invested in iPods and the kids all have them. I plan to push e-books for the holiday season and Christmas presents.
- Tech support is and was the issue. You are totally on your own to provide it and it seems to take forever. I even had to create my own "get started" document with screen shots ...hoping to get people past any issues that I didn't know how to deal with. I think a lot of issues would be solved with a better download interface.

- Probably the greatest hang up we're having is the lack of compatibility with iPods/Apple products. It is nearly impossible to encourage teens to use this service when 90% own iPods. I have had many adults complain about this as well. The download and synchronization process could be a lot less complicated. It can be discouraging to patrons who are not very tech savvy and even those of us that work with it frequently have had problems.
- The downloading goes okay but obtaining the license frequently requires logging back in checking out renewal to get the license and sometimes this takes as long as the download. Net Library Site times out which frustrates patrons who have slower systems. Process do not operate consistently - works fine one time - we do the same thing and it doesn't work the second time.
- A wider range of more popular titles would help our patrons.
- We had a lot of trouble downloading the media usage rights. Very frustrating, most of our patrons gave up on the process.
- Improve the search capability to include length of recording, keywords from descriptions, keywords from genres, etc. Include more abridged recordings of books. Many users don't want recordings of more than 10 hours in length. They would like more choices of recordings in the 3 to 6 hours range.
- Many titles do not contain abstracts. Add abstracts for all titles and make the abstract and citation keyword searchable.
- It would be nice to have an updated webpage with mp3 players that are compatible with eAudioBooks.
- We have more patron who have an iPod and are disappointed when they can not use it to download on. What we would really like is someone who would come to our library, use our computer, our mp3 players, and show us how to do it! We have had too many problems trying to attempt to do it, that now we are not even comfortable trying to demonstrate the process to our patrons!
- The main problems we had were with netlibrary downloads and licensing not always working.
- Why with unlimited checkout options is there a limit to only one renewal?
- Compatible with IPOD would be huge. What about Zune?
- My weakness is not knowing how to operate some MP3 players. Downloading from NetLibrary to computer is very user friendly, however
- I have seen many people get frustrated with the downloading/syncing process in NetLibrary and Windows Media Player. If there were any way to simplify that it would make a big difference. Also lots of complaints about no iPod compatibility.
- all books should be multiple user, not one at a time
- promotional items specific to SCHOOL users - junior high and high school
- This is such a great system. A bit of a learning curve but once you get it down it's fantastic. I know they are working on it but the more books the better! We talk to any and every patron who listens to audio tapes or CDs and rave about how well this works! Thank you for making this available to the general public through our libraries.
- Reader's Advisory assistance - highlighting readers, if you like...you will like..., etc.
- The mp3 players have been the biggest obstacle....they tend to be temperamental and are confusing for non techy people.

When asked to submit additional suggestions for success with the program, respondents added:

- Compatibility is the biggest issue that we have faced. Many patrons get upset trying cheaper MP3 that end up not working.
- Keep subscribing for Idaho!
- We appreciate having this service available statewide and look forward to it being available for a second year. Thanks for your help in making this possible. We like the NetLibrary/Recorded Books partnership and feel it works best for the majority of our patrons.
- We (Media Center) love the program and use it to listen at lunch time with students. Teachers also have used it for both small group listening in the class or following along when a class set of books is available. Our individual student use has been low, but iPod compatibility would make a difference.
- We are just so grateful
- We just need a larger selection of books.
- Thanks for providing this collection!
- Maybe look at Overdrive. I know that the Utah State Library now uses Overdrive instead of NetLibrary. I hope you continue to pay for it -- I don't know that my library can justify the purchase.
- It sounds like we promoted a lot, but I have to say, it was actually pretty limited. Most people I've talked to listen to it on their computers, not their players. I personally have had trouble after I downloaded my first book, couldn't renew it right. Part of my trouble is my personal MP3 (a Zen).
- Just more selections. If I have problems it is usually with the player, not with the site.
- Wish ICFL could help me overcome whatever the download problem is at our library. They never came out to help though I asked repeatedly.
- Thanks for this great service! I'm happy that you are trying to keep it afloat.
- Thank you for providing this service.
- After audiobook has downloaded, I have to again login to NetLibrary to acquire the license before syncing to my player. Why should this be necessary since I have to login to download?
- Most of our students own iPods - so being able to download to these would increase the usage greatly.
- I, myself, love the collection and being able to listen to a book, no matter what I am doing. My first love is reading and now I can listen to the e-book while I'm doing housework, ironing, beading, scrapbooking.
- more and more titles
- Please, please, please, please find a way to make this program compatible with iPod!
- Have NetLibrary UPDATE player list - I feel we are promoting one item only and people ask us about purchasing players, patrons bring in ads from the paper and we can't tell them whether they work. Their list is outdated.
- The sync to the MP3 player is difficult for the patrons.
- We love that you are supplying this service for our patrons. You are all awesome!
- Need more summaries of what the book is about!
- It was hinted about at the last training that we went to that hang on there was something easier coming. We REALLY hope that this is the case! We would really like to jump on this band wagon and promote this big! WE were so excited about this being available to our patrons. We even have a new computer ready to set aside to allow our patrons to come in

and use it to download to their mp3 players, we were excited that it may even free some space up in our library, because if we could train people to use this service, we may be able to cut down the hardcopy items we have here in the library. But again, we have been very dissatisfied with the "ease" of downloading. Our entire staff feels unconfident about even trying to demonstrate it to anyone! The few patrons who did come in and we tried to help, it took an hour, and we had confused them as much as we confused us! We really hope that the download process get a whole lot easier and less complicated! THEN...we would love to climb the highest mountain and promote it!!

- Many of the books do not have summaries. That makes browsing difficult. Books that are in a series are not marked as to their order.
- The staff and patrons of our library would highly encourage this program to continue at a state level. It would be very difficult with small library local budgets to pick it up on our own. We continue to introduce more and more people to the eAudioBooks in our library district and in many others, there are so many out there that don't know about it and I think the use would continue to grow over time to justify the state program continuing.
- Each version of Windows Media Player does the downloads differently. Specific instructions for each would help.
- I think it is hard to search (When I know a book is on the system and I can't find it again.) Be able to check out more than 10 items in a 3 week period. Long vacations and professional drivers need more.
- Are they thinking of allowing iPods for audio checkout?
- telling us which MP3 players really work
- Going great so far, especially considering the limited options out there.
- It's very nice.
- Thank you for providing another worthy service to Idaho folks. MHPL couldn't have purchased vendor materials on our own.
- This is a great resource! Thanks for providing it.
- This is such an awesome medium.
- A great resource! Please keep it going!
- We hope to get better at it and get it out to our patrons.
- I think it is a great service and just appreciate you making it available to our patrons
- Ability to download to iPod
- I like having this as an option to point patrons to for their own usage. Making it compatible with iPods/Apple products would make it that much more accessible and successful.
- Fix the LiLI Portal. There has to be a way to make all those wonderful resources more accessible/visible/easy to search.
- Please just keep it going.....our patrons love them!

### **Collection Content**

When asked what kind of content respondents would like to see included in the collection, the following suggestions were received:

- Some of my favorite authors: David Baldacci, Grisham
- Christian Fiction; Mystery; Young Adult
- History titles
- More contemporary bestsellers in fiction and nonfiction
- Teen fantasy, YRCA titles of the current year

- Modern classic titles from the canon of American literature (Faulkner, Hemingway, Steinbeck, etc.)
- No suggestions, I found things I wanted to listen to.
- Current best sellers
- More popular novels. Also many of the eaudiobooks would be the second or third book in a series and the first book was not offered.
- Contemporary Young Adult, titles often included in traditional high school English curriculum.
- Janet Evanovich, Melody Carlson, Stephenie Meyer, more current YA authors
- For school use more titles at a junior high level with a 2-3 hour duration.
- More current titles in all categories
- Anne Perry's World War I novels
- Non-fiction
- More children's and YA titles
- Biography
- Current fiction, best sellers, mysteries, best selling authors
- A better variety of the bestsellers.
- Wider selection of all fiction
- More current new fiction -- not just old stuff. Would have been nice to see the Twilight series there as it was so popular at every library we couldn't keep it on the shelf.
- Better Nonfiction
- More popular stuff, cozy mysteries, fantasy/science fiction. Maybe some short or abridged items for shorter commutes. <3 hours
- I am happy with the current selection and hope that it keeps growing in a similar manner.
- New titles available quicker
- Christian fiction
- More of the popular titles, I use mostly young adult for patrons here. Also, completions of series.
- Just more of everything. and when an author has a series please include all the titles. More young adult books.
- Ned Diana Gabaldon, and other high-volume popular authors like her
- The new selections seem to cover a wide range and be current. No suggestions for improvement.
- Young adult, early teen, etc.
- Non-fiction, older books
- Best sellers (current titles), young adult fiction
- Please continue to expand the Christian Fiction Collection. Thanks
- No opinion other than Recorded Books (and NetLibrary) offer a somewhat limited selection of the newest titles available in audiobook
- No suggestions
- What I've used has been great...wish I could get more people interested.....keep trying.
- Adult fiction
- More mainstream hot off the press popular fiction and nonfiction
- More current ya fiction. Especially the really "hot" titles, and authors such as Stephenie Meyer, Christopher Paolini, J.K. Rowling...
- Contemporary items of higher literary quality...versus new hot reads.
- YA



- More Mysteries a few requests for more science fiction
- The romance section doesn't meet the needs of my patrons.
- Westerns, mystery
- More popular fiction and young adult.
- Greater variety of new fiction.
- Current and past bestselling titles and authors, More humorous books or make the database searchable for humorous books in any genre/category
- Patrons have commented they would like to see more bestsellers in the collection.
- YA and Adult novels
- It appears to have great titles and author selections, because of our problems; we really haven't been able to be successful in using it very much.
- Westerns, best sellers, Harry Potter
- Christian Fiction, Sci Fi/Fantasy, Young Adult and children's fiction
- New, popular fiction, Young adult new books
- More explicit instructions for downloading, especially getting license.
- More of the classic titles and those titles used for high schools
- Fiction
- Newer releases
- More bestsellers
- Teen titles such as Meyer, Hopkins, Paige, Brooks, etc.
- Titles for high school curriculum
- New releases in young adult or children's fiction and nonfiction
- Authors
- Mysteries
- History (900s)
- More popular, current fiction.
- Patrons have suggested: More Christian fiction, western fiction, self-help nonfiction, guided exercise nonfiction.
- Translated foreign titles from emerging writers in Japan, Africa, and European countries.
- More scifi, fantasy, mystery please. Also, shorter or abridged books 3hrs or less would be great for people with short commutes.
- Fiction
- No bestsellers available at this time.
- Biography-Auto biography
- Classics
- Young adult
- More YA authors/titles.
- There was a good selection of eAudioBooks.
- More adult fiction
- I'm not sure, I would need to spend a little more time searching it.
- Mysteries are a favorite
- More current popular authors
- Current titles, series, i.e. same author, same characters, different titles. More variety! Many many times we cannot find the title or author we are looking for and settle for browsing for what is available instead of finding the book we want. Or a couple of books in a series is available but not the rest.
- Completion of series

- Western/Louis Lamour
- I don't know the collection very well, but current, popular titles would always be appreciated.
- More non-fiction
- Across the board!
- Newer titles
- More American 20th Century authors - Hemingway, etc.
- Most current/popular titles
- Languages
- Paranormal, young adult, sci fi, fantasy, nora roberts gets requested a lot.
- More well known books and authors, Christian fiction

## **Recommendations for Project Year 2**

NetLibrary Media Center – a new download interface will be available in 2009 that significantly simplifies the downloading and transferring process.

- Create step-by-step instructions to install Media Center and download books
- Promote Media Center via LibIdaho, newsletters, and ICFL blogs
- Host webinars to introduce library staff to the new Media Center
- Share information about Media Center with librarians through regional library meetings

DRM-free content – Recorded Books, the publisher of the content available through NetLibrary, announced that in early 2009 approximately 500+ titles in our collection will be DRM-free, meaning that it is compatible with iPod players. With the new Media Center, this file format will also be searchable in the collection.

- Promote the availability of DRM-free content, possibly promote title lists to highlight the items
- Demonstrate the availability of DRM-free content with library community

Address Service Limitations – Share results of survey with OCLC/NetLibrary and work with vendor to seek solutions to common service limitations.

Readers Advisory – Seek promotion of the availability of eaudiobook titles and authors using readers advisory methods.

Purchase Program – Encourage libraries (or consortia) to expand and customize the content for their local users through the purchase options available through NetLibrary. Purchase options include:

- The Academic Collection (600 titles, simultaneous access, titles from Modern Scholars series and *Your Coach in a Box*)
- Audiolibros: Spanish DRM-free collection (Available February 2009, 125 titles, simultaneous access, fiction, non-fiction, self-help, biography, and classics)
- Individual title sales (publishers include Blackstone, Random House, Books on Tape, Listening Library, and more)